DIGITAL DIVIDE

IMPETUS, North Macedonia

CHALLENGES

DDoS attacks

Cyber threats

Blocked access to website

accounts/phishing mail

Social media
Disinformation
campaigns

No GDPR strong
enforcement and
no regular audits
assessments

DIGITAL SECURITY SPRINT KEY TAKEAWAYS

While most CSOs do regular software updates and have password-protected computers, they lack other basic security measures like:

- 2FA, use of password managers, changing Wi-Fi passwords regularly, sharing the network key password for office visitors, no training for cybersecurity

- no regular website backups, no data encryption, no use of VPN, and no regular risk assessments.

- No privacy by design enforcement
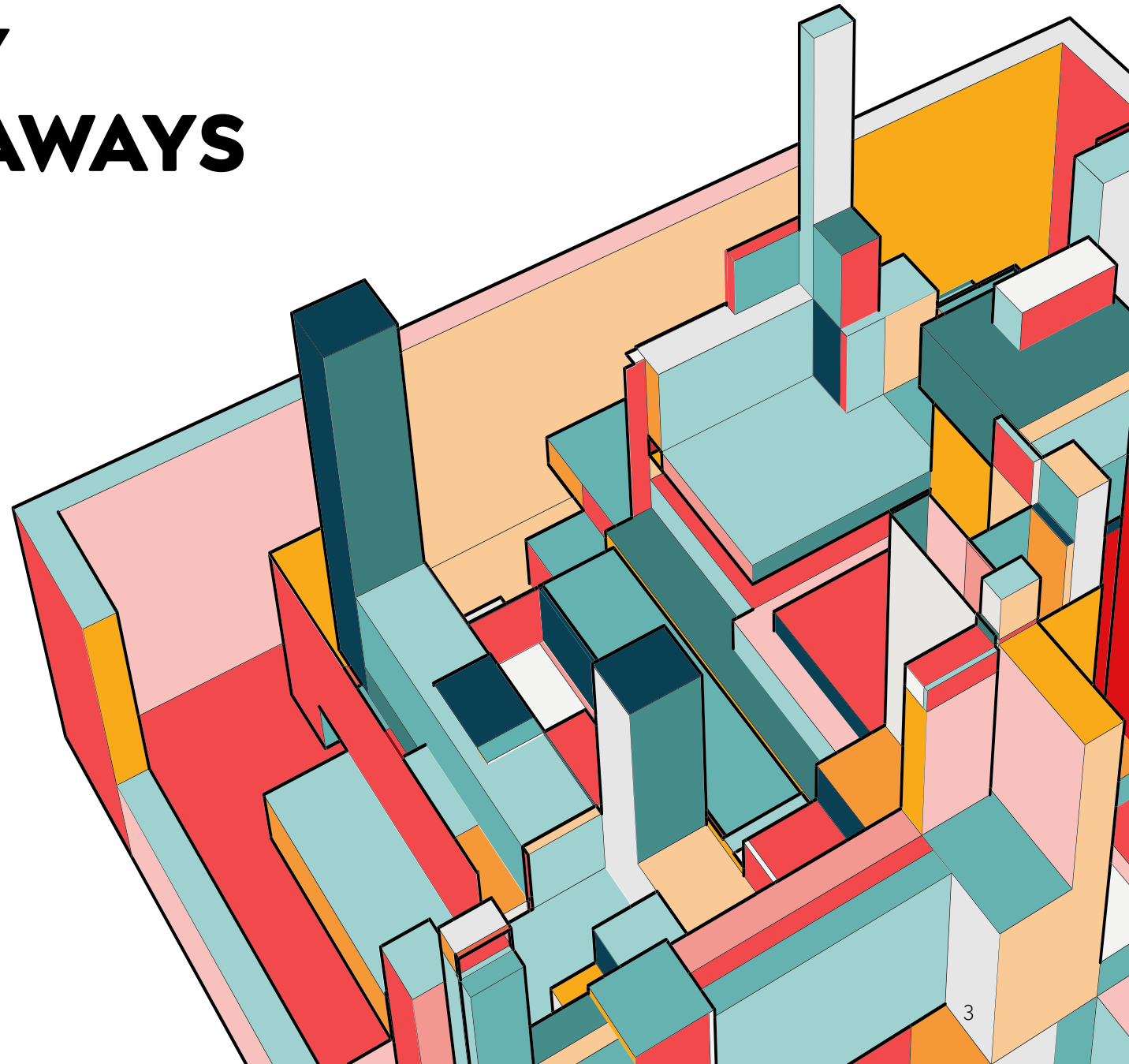
PROBLEM

MARKET GAP

Cybersecurity capacity is usually outsourced (both nationally and internationally) and is not built–in the organizations, creating gaps and vulnerabilities. Demand is higher than the national supply.

CUSTOMERS

75% increase of CSOs that want to be digital security efficient and literate, proves that there's employee interest for more privacy-by-design concept implementation.

FINANCIALS

CSOs are not spending anything on digital security but rely on donor driven strategies.
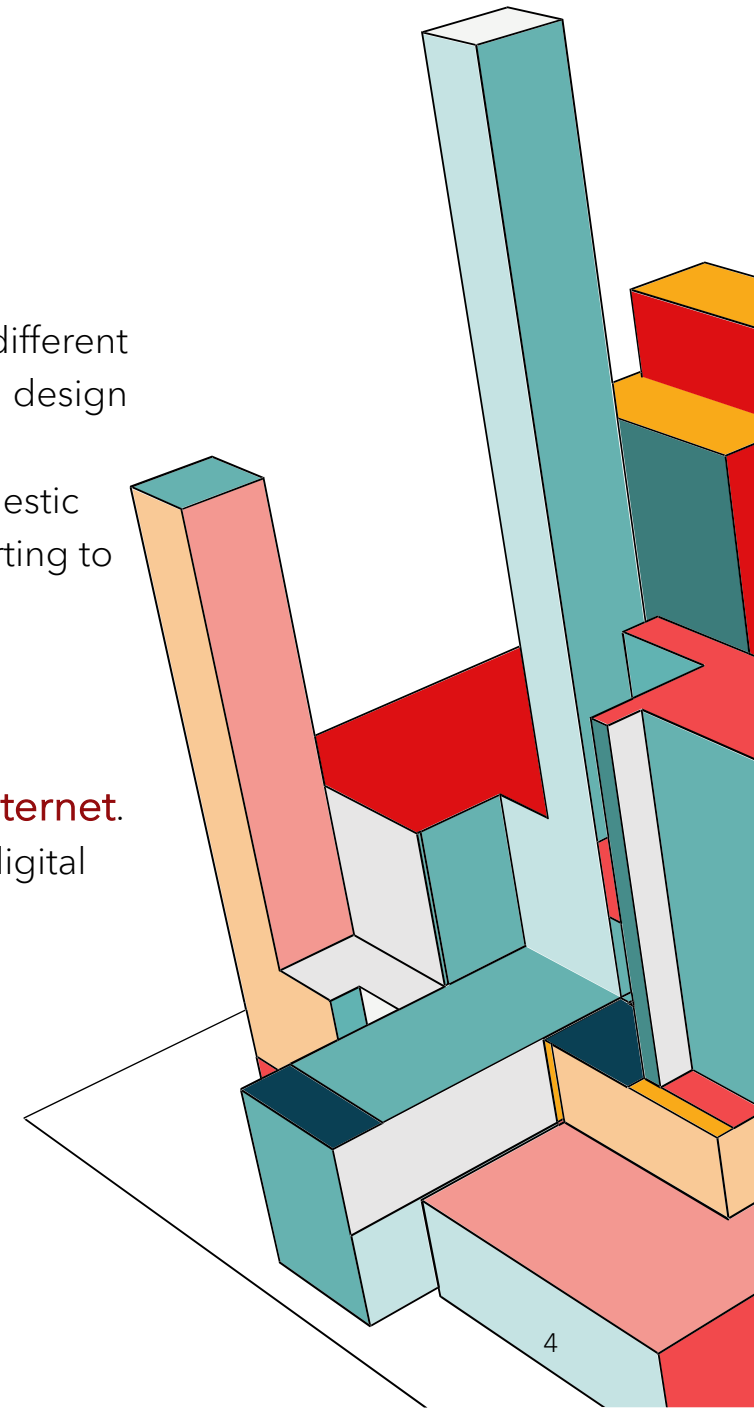
COSTS

Loss of sensitive data of citizens from different target groups due to no privacy by design implemented procedures.
Think of the database from victims from domestic violence or trafficking in human beings reporting to CSOs.

USABILITY

The core business of the CSOs is the internet.
They all use it, but not efficiently in terms in digital security.

GROWTH STRATEGY

How we'll scale digital security in the future

½ from 2022

86.6% of households had access to the internet from home

2022

73.9% used it several times during the day

2022

49.5% of people ordered/bought goods or services online in the last 12 months

Pitch deck title

SOLUTION

CLOSE THE GAP – School of Internet Governance MK

The IT Community could bridge the gap and the digital divide between tech and non-tech people and organizations

TARGETED SUPPORT

Vulnerability testing and risk assessment to CSOs which handle sensitive data for socially vulnerable groups.

COST SAVINGS

Reduce expenses for community - based organization

EASY TO USE

An easy to understand "who's who" material and "how the internet works"

PARTNERSHIP FOR RESILIENCE
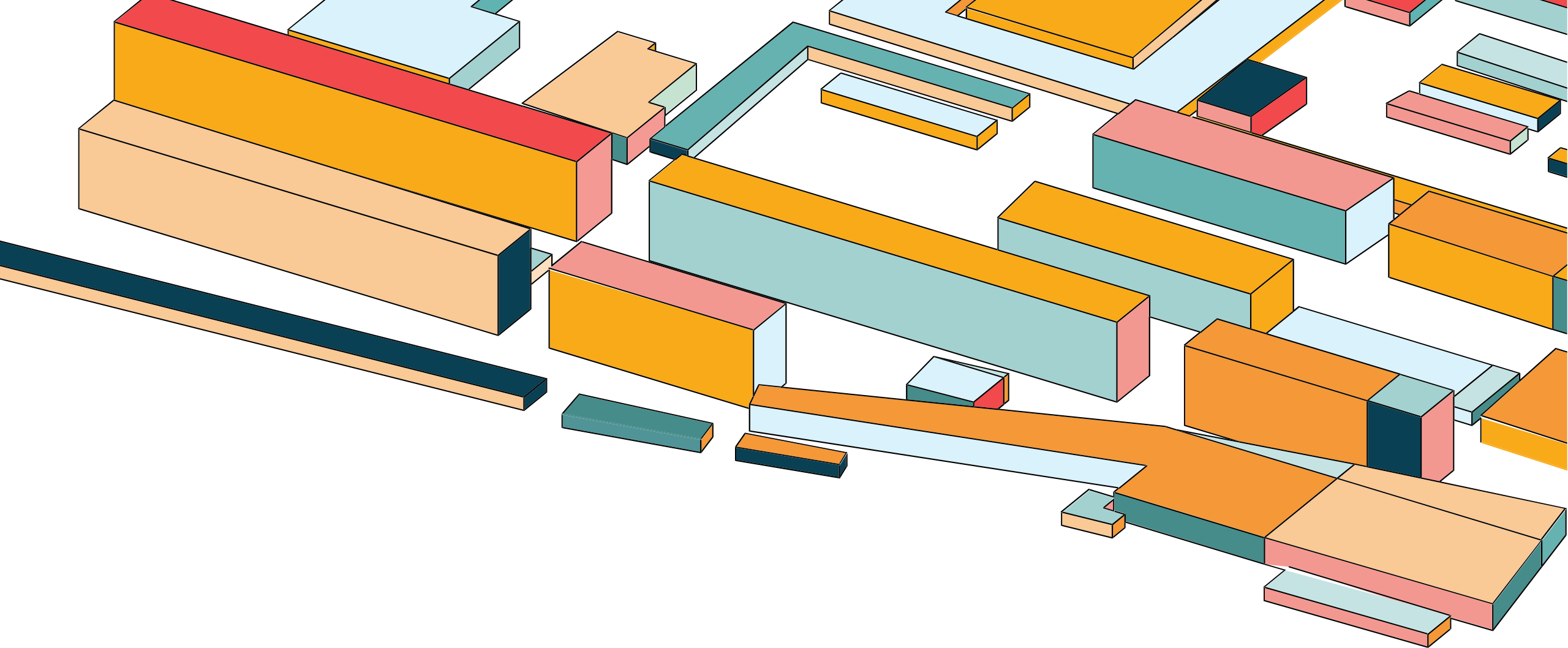
UNIQUE

Non tech and Tech Ppl

TESTED

Conducted testing with different stakeholders

FIRST TO MARKET

School of Internet Governance MK

AUTHENTIC

Designed with the help and input of RIPE NCC, ICANN, DIPLO Foundation, IT Community, Internet service providers

COMPANY OVERVIEW

BUSINESS MODEL

RESEARCH

We based our research on market trends and commercial sales

DESIGN

We believe people need other people with other skills

In House project

Easy to understand

THANK YOU

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